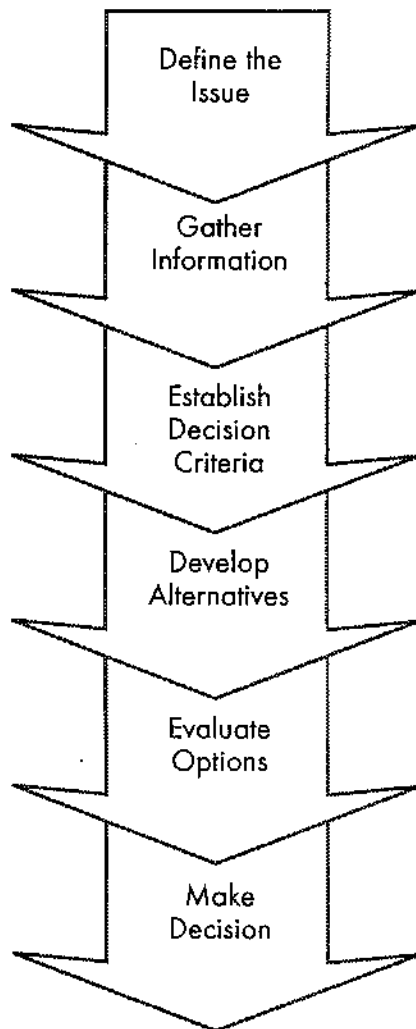


Public Participation must follow a logical and transparent process that allows the public to understand how and why the decision was made. The best way to achieve this is to integrate public participation into the decision process itself. The public, like the decision-maker, must gain an increasing understanding of the decision as information, assumptions and choices are made.

Sample Decision Process



Public Needs

Clear understanding of the scope of issue to be evaluated in decision process.

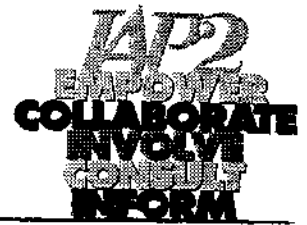
Full range of objective information about the issue to be determined.

Clear understanding of the criteria by which the ultimate decision will be made.

Development of balanced alternatives that include community issues and concerns.

Clear comparison of alternatives.

Clear understanding of who made the decision and how public issues were considered.



IAP2 Public Participation Spectrum

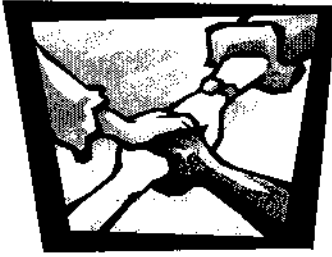
Developed by the International Association for Public Participation

Increasing Level of Public Impact

Inform	Consult	Involve	Collaborate	Empower
P2 Goal: To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	P2 Goal: To obtain public feedback on analysis, alternatives and/or decisions.	P2 Goal: To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	P2 Goal: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	P2 Goal: To place final decision-making in the hands of the public.
Promise to the Public: We will keep you informed.	Promise to the Public: We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	Promise to the Public: We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	Promise to the Public: We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	Promise to the Public: We will implement what you decide.
Example Tools: <ul style="list-style-type: none">♦ Fact sheets♦ Web sites♦ Open houses	Example Tools: <ul style="list-style-type: none">♦ Public comment♦ Focus groups♦ Surveys♦ Public meetings	Example Tools: <ul style="list-style-type: none">♦ Workshops♦ Deliberative polling	Example Tools: <ul style="list-style-type: none">♦ Citizen Advisory Committees♦ Consensus-building♦ Participatory decision-making	Example Tools: <ul style="list-style-type: none">♦ Citizen juries♦ Ballots♦ Delegated decisions

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visit www.iap2.org



The Power of Group Participation

"Coming together is a beginning; keeping together is progress; working together is success." - Henry Ford

"You'll be amazed how many more choices are available if you get a group together and think everything through. It's hard sometimes to be highly creative and to brainstorm in a vacuum. That's where teamwork brings great power."

- Donald Peterson, former CEO of Ford Motors, discussing the success of participatory management techniques in designing the Taurus.

"Group decisions often are frustrating and inadequate. All members want agreement, but they also want to make their own points heard. So they bargain, they compromise, and the final product is often a potpourri that no group member really believes in.

And when group members expect their decisions to be inadequate, they usually are - a self-fulfilling prophecy.

But the group process need not be so ineffective. I have found that when a group's final decision is compared to the independent points of view that the members held before entering the group, the group's effort is almost always an improvement over its average individual resource, and often it is better than even the best individual contribution."

- from Jay Hall, "Decisions, Decisions, Decisions,"
Psychology Today, November 1971